



GROWING PROSPERITY: REDOUBLING OUR EFFORTS

PARTNERS MEETING | MAY 2, 2018



GROWING PROSPERITY REDOUBLING OUR EFFORTS

TODAY'S AGENDA

Welcome & Introduction

Update on M7 Regional Framework

Update on Growing Prosperity

Celebrating our Successes

- *MKE United*
- *Fund My Future Milwaukee*
- *Future Food Center*
- *Start Smart / Pivot Program*
- *Harbor District WALUP*

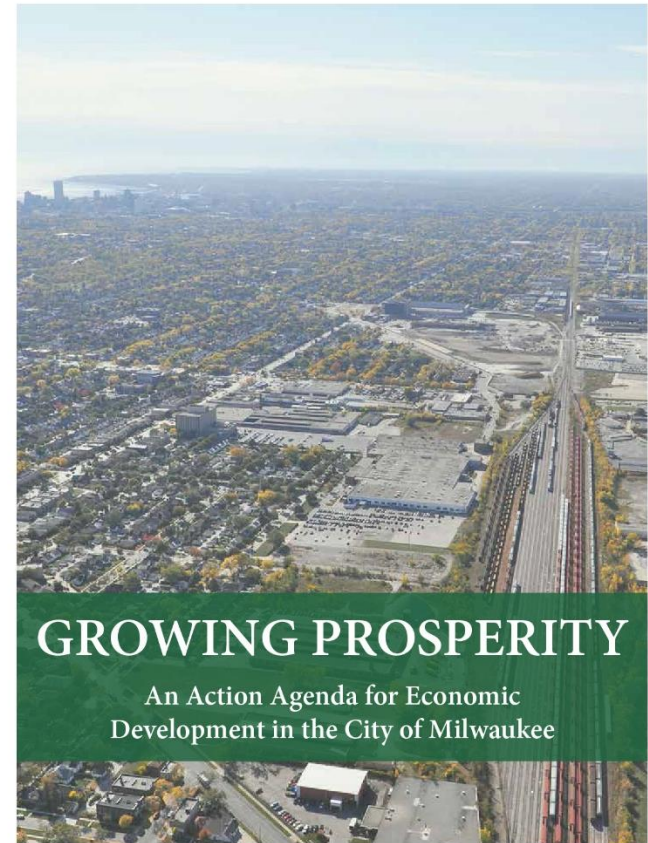
Troubleshoot Challenges

2017 Progress Reports



GROWING PROSPERITY REDOUBLING OUR EFFORTS

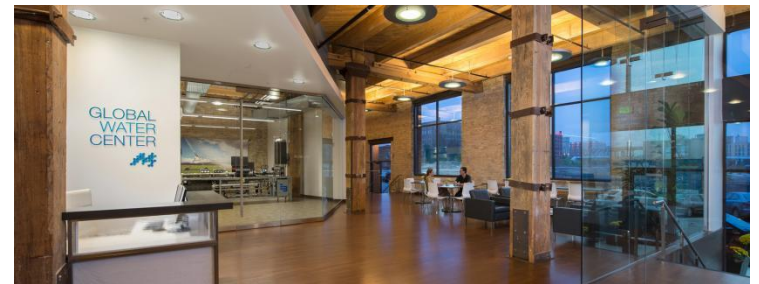
- Adopted by Common Council in October 2014
- Spurred by Milwaukee 7's development of its regional *Framework for Economic Growth*
- 47 Action Items; 10-year implementation plan
- Baseline and metrics to measure success





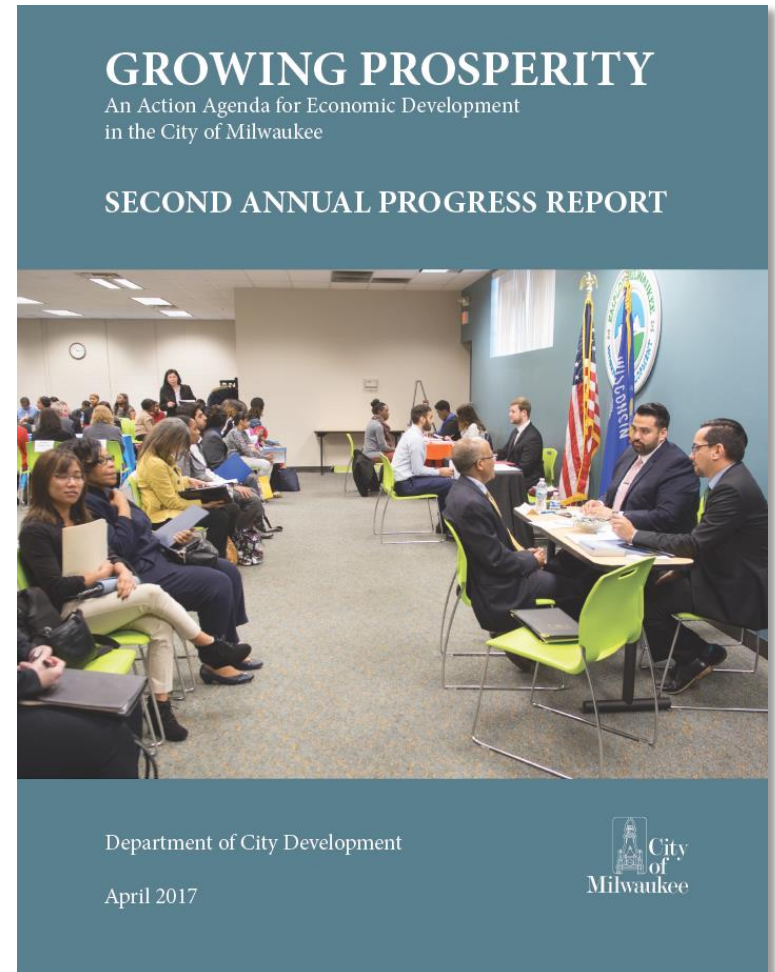
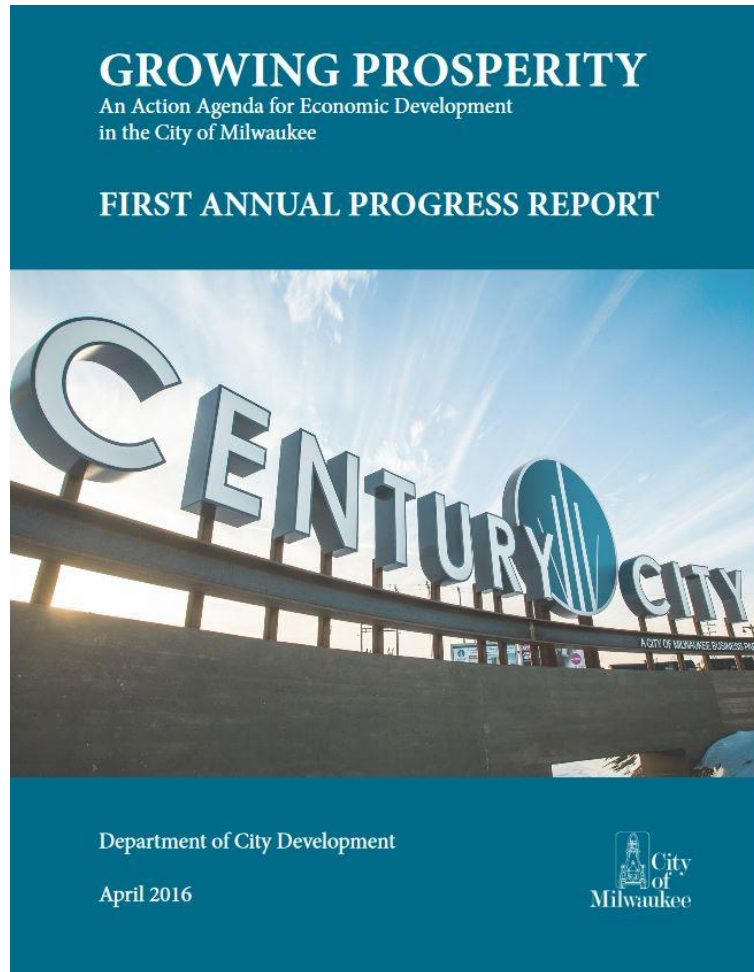
GROWING PROSPERITY REDOUBLING OUR EFFORTS

- **Location-Based Opportunities** for new and growing employers
- **Human Capital**, leveraging existing talent and addressing the needs of hard to employ individuals
- **Supporting Entrepreneurship** at all sizes and stages
- **Quality of Life** assets: physical, cultural, educational, entertainment and neighborhoods





GROWING PROSPERITY REDOUBLING OUR EFFORTS





2017 PROGRESS BASELINE & METRICS

- **Population**
+0.2% over baseline
- **Acres of developable land**
115 shovel-ready; 48 remediated
- **Workforce participation rate**
+2.1%; **+3.6%** AA; **+6.1%** HL
- **Workforce employed in manufacturing**
+7.8%
- **Employed in asset industry clusters**
+3.0%
- **Poverty rate / as share of metro**
-4.4% citywide; **-2.9%** share
- **Business starts & closures**
-3.3% starts; **-12.6%** closures
- **Median household income**
+6.6%
- **Educational attainment**
+10.2% bachelors; **-5.0%** grad
- **Neighborhood market conditions**
+3.6% assessed; **-48.3%** bank foreclosed; **+6.4%** city foreclosed

2017 PROGRESS

LOCATION-BASED OPPORTUNITIES

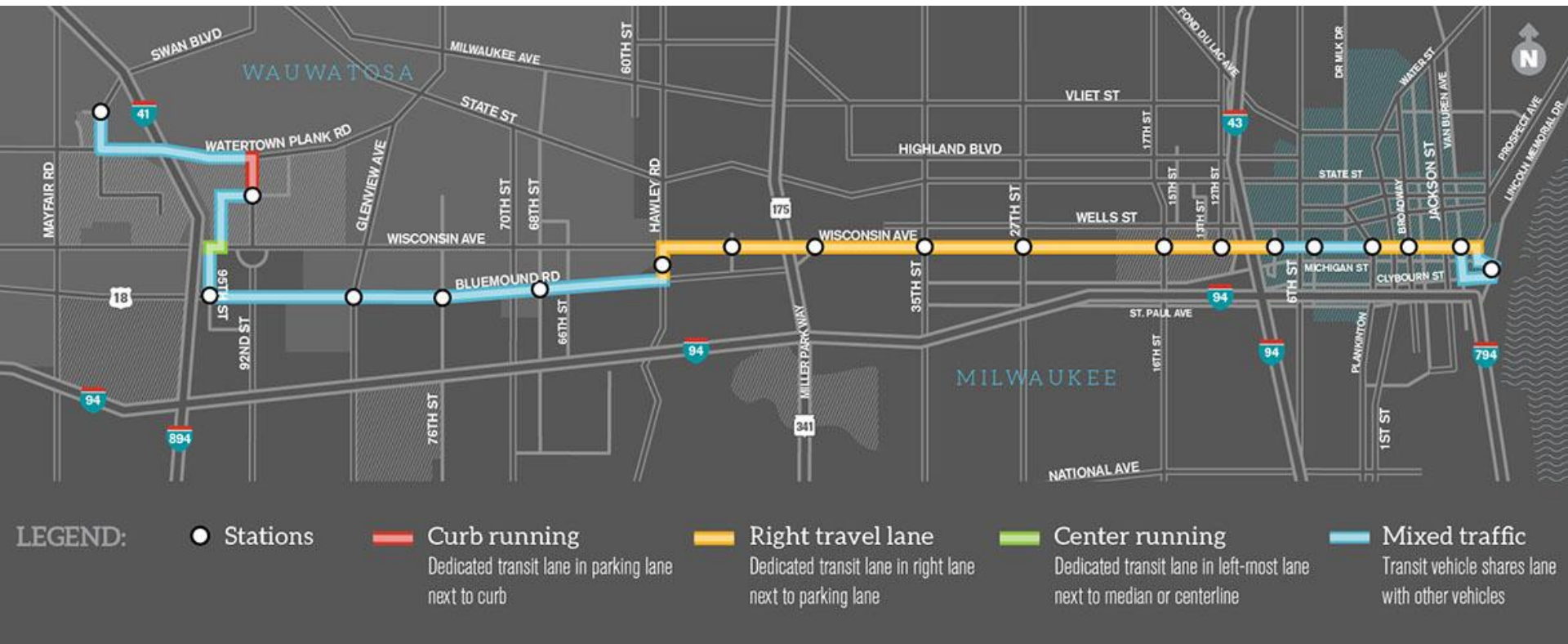
ACTION ITEM	DESCRIPTION	PROGRESS INDICATOR
4.1.1	Develop, maintain and publish a comprehensive list of available development sites in the city	50%+
4.1.2	Maintain an inventory of 100 acres of "shovel ready" industrial land for development	50%+
4.1.3	Return 500 acres of brownfield land to active, industrial use in 10 years	0% - 50%
4.2.1	Regularly communicate with M7 and key asset industry orgs to keep suitable city development sites on their radars	ONGOING
4.2.2	Create a food innovation district or corridor in the city	0% - 50%
4.2.3	Update the analysis of industrial-zoned land within the city	0% - 50%

ACTION ITEM	DESCRIPTION	PROGRESS INDICATOR
4.2.4	Advocate for policy changes that promote investment in public transportation options	ONGOING
4.2.5	Invest in infrastructure to promote efficient intermodal networks	ONGOING
4.3.1	Identify existing building inventory and promote for alternative uses	50%+
4.3.2	Explore and advance opportunities for home-based businesses in neighborhoods	0% - 50%
4.3.3	Explore and advance opportunities for live/work/sell space to support artists and entrepreneurs alike	0% - 50%

2017 PROGRESS

LOCATION-BASED OPPORTUNITIES

4.2.4 & 4.2.5: East-West BRT



2017 PROGRESS

LOCATION-BASED OPPORTUNITIES

4.2.4 & 4.2.5: Equitable Growth through TOD Planning Study





2017 PROGRESS

HUMAN CAPITAL DEVELOPMENT

ACTION ITEM	DESCRIPTION	PROGRESS INDICATOR
5.1.1	Develop a Center for Advanced Manufacturing at Century City	0% - 50%
5.1.2	Align workforce development structure with growth opportunities in asset industry and large employment clusters	ONGOING
5.1.3	Expand internships, job shadowing, part-time summer jobs, etc., for high school & college students	ONGOING
5.1.4	Develop a website of opportunities for employers to become involved in job prep activities that target local youth	0% - 50%
5.1.5	Investigate national children's savings account models that change aspirations of students of low-income families	0% - 50%
5.1.6	Establish branding, events, and opportunities to better connect Milwaukee college students with the larger community	0% - 50%

ACTION ITEM	DESCRIPTION	PROGRESS INDICATOR
5.2.1	Appoint a team to explore creating an entity like Homeboy Industries that offers jobs and support to ex-offenders	NOT STARTED
5.2.2	Facilitate local employers' pursuit of hiring practices that are more inclusive of ex-offenders	0% - 50%
5.2.3	Spearhead private fundraising efforts to restore free driver's education classes & expand license recovery efforts	50%+
5.2.4	Advocate for public transportation improvements to connect city residents to job centers through the metro area	ONGOING
5.2.5	Support the expansion of the State of Wisconsin transitional jobs program	50%+





2017 PROGRESS HUMAN CAPITAL DEVELOPMENT

5.1.2: Align Workforce Development Efforts



Action Item 5.1.2



- Improving workers' skills
- Broadening the regional pool of qualified workers
- Attracting industry and employers
- Serving unemployed and underemployed
- Serving dislocated individuals and at-risk young adults



2017 PROGRESS ENTREPRENEURSHIP & INNOVATION



ACTION ITEM	DESCRIPTION	PROGRESS INDICATOR
6.1.1	Develop regulation road maps for common start-up businesses	50%+
6.1.2	Reuse vacant City-owned commercial properties to foster start-ups in central city neighborhoods	50%+
6.1.3	Establish a Local Business Action Team within City government to focus on improving service to businesses	COMPLETE
6.1.4	Outstation City staff with local entrepreneurship development organizations to provide direct assistance	50%+
6.2.1	Invite KIVA to partner with City government and local orgs to develop micro-lending to small businesses	50%+
6.2.2	Encourage all organizations that assist small businesses to list their services on a common forum	50%+



ACTION ITEM	DESCRIPTION	PROGRESS INDICATOR
6.2.3	Improve communication between City agencies and intermediaries that provide services and TA to local businesses	ONGOING
6.3.1	Develop and host an annual "Entrepreneur Week" to showcase local talent and resources	COMPLETE
6.3.2	Introduce principles of entrepreneurship to Milwaukee students	NOT STARTED
6.3.3	Foster an "Artist Entrepreneurial City" by supporting artists and creative entrepreneurs	0% - 50%
6.3.4	Evaluate City regulations to ensure they facilitate shared work spaces, live/work/sell spaces, and R&D activities	ONGOING



2017 PROGRESS ENTREPRENEURSHIP & INNOVATION

6.1.1 & 6.1.4: Ease the Path to Start-ups & Entrepreneurs



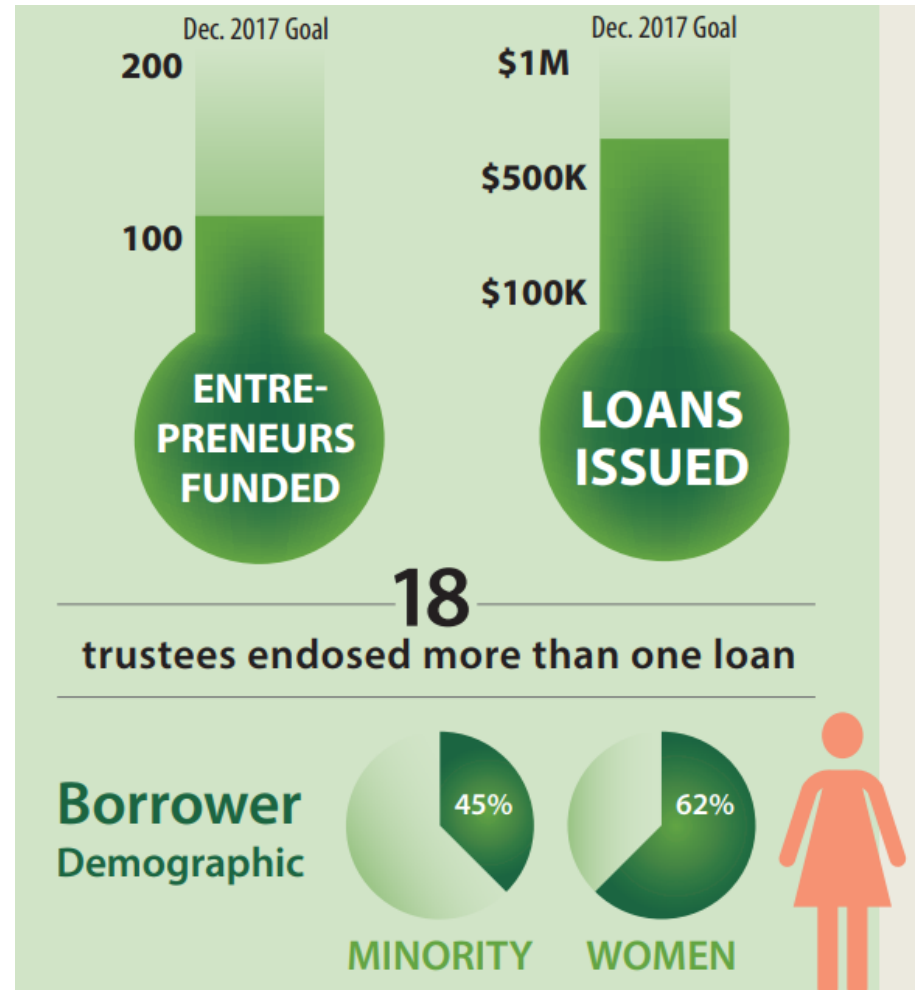
City of Milwaukee's
Start Smart & Pivot Programs



2017 PROGRESS ENTREPRENEURSHIP & INNOVATION

6.2.1: Kiva Milwaukee

- Funded 107 entrepreneurs
- \$584K in loans issued





2017 PROGRESS QUALITY OF LIFE & PLACE



ACTION ITEM	DESCRIPTION	PROGRESS INDICATOR
7.1.1	Establish a Quality of Life Council	0% - 50%
7.1.2	Adopt a Quality of Life Plan	0% - 50%
7.1.3	Establish an Equality of Opportunity Blueprint	50%+
7.1.4	Use creative placemaking to establish places where all residents can interact	50%+
7.1.5	Implement <i>ReFresh Milwaukee</i> to make Milwaukee a more sustainable city	50%+
7.1.6	Support continued implementation of catalytic projects identified in area plans	0% - 50%
7.2.1	Support the growth of affinity groups that engage younger Milwaukeeans in civic life	0% - 50%

ACTION ITEM	DESCRIPTION	PROGRESS INDICATOR
7.2.2	Encourage and support organizations involved in neighborhood improvement	ONGOING
7.3.1	Develop intervention strategies targeted to neighborhood categories identified by the MVA	0% - 50%
7.3.2	Seek alignment among actors working to improve Milwaukee's neighborhoods	50%+
7.4.1	Promote Milwaukee as America's most water-centric city	ONGOING
7.4.2	Establish an aggressive neighborhood marketing campaign	0% - 50%
7.4.3	Leverage opportunities linked to the City of Milwaukee's international relationships	NOT STARTED
7.4.4	Create and distribute a Milwaukee marketing toolkit for use by local business leaders	COMPLETE





2017 PROGRESS QUALITY OF LIFE & PLACE

7.1.1 & 7.1.2: Quality of Life Council & Plan





2017 PROGRESS QUALITY OF LIFE & PLACE

7.1.6: Water Centric City



WATER
LEADERSHIP



ARTS TALENT
CULTURE AND EDUCATION



WATER
TECHNOLOGY



GREEN
INFRASTRUCTURE



APPLIED
WATER RESEARCH



FISHABLE
SWIMMABLE WATER



SUSTAINABLE HEALTHY
WATER SUPPLY



WATER
CENTRIC
CITY

ecoCITY of
MILWAUKEE



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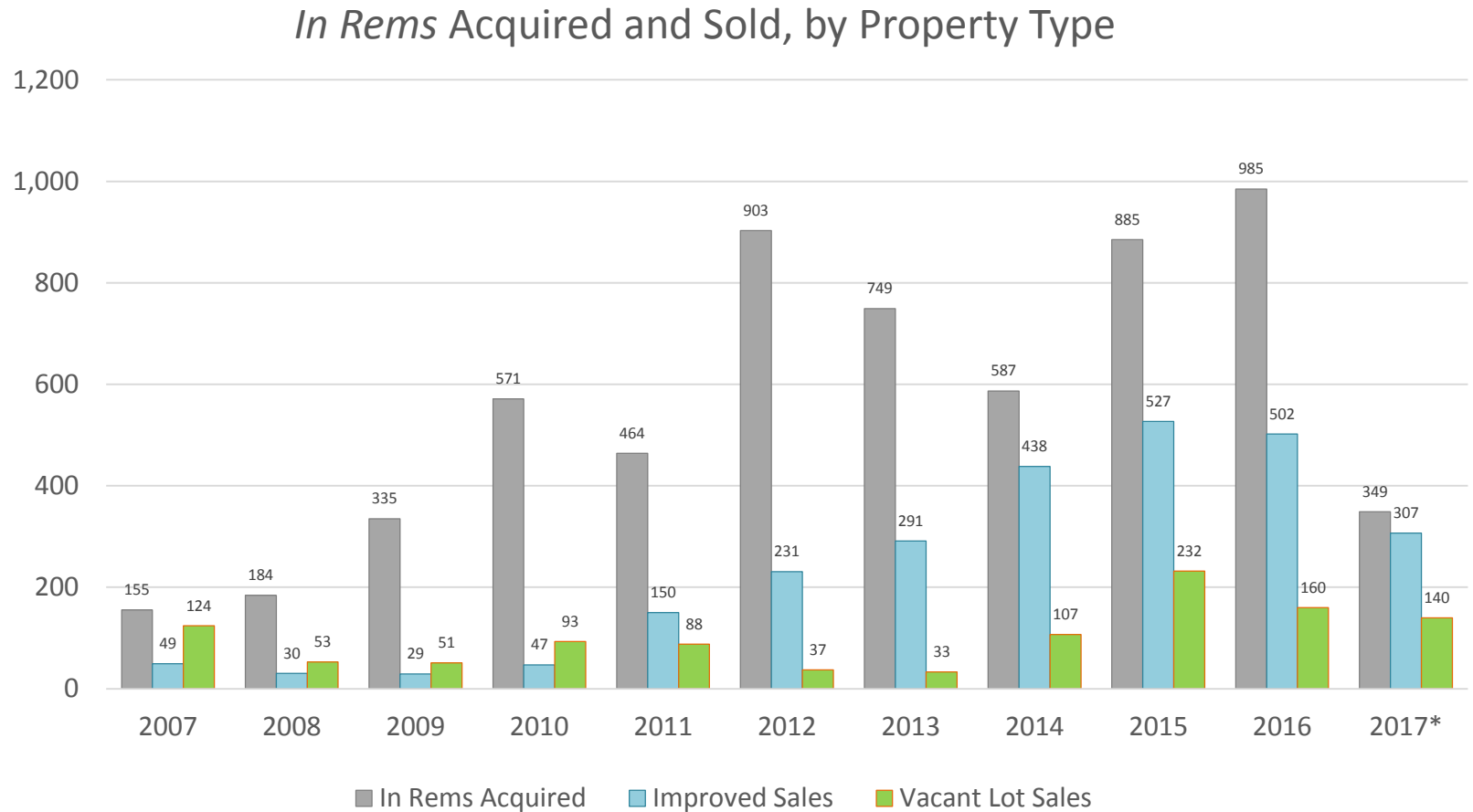
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City Foreclosures: *In Rems* Acquisitions & Sales 2007 – 2017 YTD*



**through September 2017*

Value Returned to Tax Rolls through Improved In Rems Sales, 2007 – 2017 YTD

Year	Sold Improved In Rems	Taxable Value Returned**	Average Tax Value Returned**	Taxes Generated (in 2015 \$\$)
2007	49	\$1,828,700	\$37,320	\$54,806
2008	30	\$1,308,200	\$43,607	\$39,207
2009	29	\$1,462,300	\$50,424	\$43,825
2010	47	\$2,814,200	\$59,877	\$84,342
2011	150	\$7,730,400	\$51,536	\$231,216
2012	231	\$11,183,500	\$48,413	\$335,169
2013	291	\$13,028,600	\$44,772	\$390,467
2014	438	\$18,851,900	\$43,041	\$564,991
2015	527	\$23,461,500	\$44,519	\$703,141
2016	502	\$22,673,300	\$45,166	\$679,518
2017 YTD*	249*	\$12,862,400*	\$51,656*	\$0
TOTALS	2,543	\$117,205,000	\$47,303	\$3,126,682

**through July 2017*

***Based on 2015 assessed values*